


FBIS-104-88
23 MAY 1988

Doc. 100-41
O P M - 41


MEMORANDUM FOR: Deputy Director for Science and Technology

FROM: R. W. Manners
Director, Foreign Broadcast Information Service

SUBJECT: FBIS Consumer Survey

REFERENCE: DDS&T Memorandum For the Record, dtd 25 Feb 88,
Subject: D/FBIS FY 88 Milestones

1. The Foreign Broadcast Information Service recently disseminated internally the results of a survey of representative consumers of FBIS products and services. The survey results are expected to be of use to managers in making their products and services more responsive to expressed consumer interests.

2. The information was solicited in questionnaires distributed mostly to Agency analytical offices and to the Bureau of Intelligence and Research at the Department of State. A few questionnaires were sent to representative user offices elsewhere in the government, such as the Department of Agriculture, White House, and U. S. Trade Representative. A total of 173 users completed and returned questionnaires.

3. The survey produced few surprises for FBIS officers who deal regularly with consumers. In general, consumers reaffirmed their well-known interest in:

- Electronic access to all FBIS material, including search and retrieval capability.
- Faster delivery by FBIS of foreign media information.
- Some expansion of FBIS coverage of certain geographic areas, media sources, and topics.
- Some expansion of FBIS analysis based on foreign media.

25X1



CONFIDENTIAL

SUBJECT: FBIS Consumer Survey

4. We intend to conduct a similar survey in the near future concentrating on consumer groups that were not covered this time, particularly the Defense Intelligence Agency, the Community watch offices that receive the FBIS Wire Service, and consumers of our video products.

25X1



R. W. Manners

25X1

C/FBIS/RWManners:  (23 May 88)

Distribution:

- Orig - DDS&T
- 1 - D/FBIS Chrono
- 1 - RWM Correspondence
- 1 - C/E&PS
- 1 - C/PROD
- 1 - C/OPS
- 1 - C/ESG
- 1 - C/LRB
- 1 - SA/CD
- 1 - Registry